

ABSTRACT OF THE INVENTIONS

A mobile wireless communication device, for example a cellular handset, for selecting communication services and methods therefore, based on user specified communication objectives related to characteristics of communications executed by the device. The user specified characteristics are used to assess a plurality of communication services by comparing the specified characteristic with corresponding service characteristics of each of a plurality of available communication services. A communication service is selected from the plurality of communication services having service characteristics that correlate most closely with the specified characteristics of the communication executed by the device.